

ORDER



Orders
Order / Rev: 723961
Alt Order #: 06388156
Product Desc: PRIORITIES USA ACTN
Estimate: 1790
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Priorities USA Action
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	46	\$87,600.00	\$74,460.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	46	\$87,600.00	\$74,460.00	0.00
Totals	46	\$87,600.00	\$74,460.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	11/02/12	11/02/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	----F--	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
CBS SOAPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$5,000.00		0.00			
E 2	WUSA	11/02/12	11/02/12	Late Late Show Late Late Show	CM	1237-137AM	----F--	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$900.00		0.00			
E 3	WUSA	11/02/12	11/02/12	430-5a 9 News Now 9News Now @ 430a	CM	M-F 430-5a	----F--	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
9NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$600.00		0.00			
E 4	WUSA	11/02/12	11/02/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	----F--	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
9NEWS NOW@5AM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,600.00		0.00			
E 5	WUSA	11/02/12	11/02/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
9NEWS NOW@5PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$2,000.00		0.00			

Order / Rev: 723961
 Alt Order #: 06388156
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACTN
 Estimate: 1790
WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WUSA	11/02/12	11/02/12	9 News @ 6p 9 News @ 6p	CM	6-630p	----F--	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		9NEWS NOW@6PM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$4,000.00		0.00			
E 7	WUSA	11/02/12	11/02/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	1:00	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
		9NEWS NOW@6AM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,700.00		0.00			
E 8	WUSA	11/02/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
		CBS EARLY SHOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$800.00		0.00			
E 9	WUSA	11/05/12	11/05/12	Late Late Show Late Late Show	CM	1237-137AM	M-----	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
		FERGUSON													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$900.00		0.00			
E 10	WUSA	11/05/12	11/05/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		9NEWS NOW@12PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$4,000.00		0.00			
E 11	WUSA	11/05/12	11/05/12	9 News Now Repeat 9 News Now REPEAT	CM	M-Sa 137-207x	M-----	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
		9NEWS NOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$250.00		0.00			
E 12	WUSA	11/05/12	11/05/12	430-5a 9 News Now 9News Now @ 430a	CM	M-F 430-5a	M-----	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		9NEWS NOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
E 13	WUSA	11/05/12	11/05/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		9NEWS NOW@5PM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
E 14	WUSA	11/05/12	11/05/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	1:00	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
		9NEWS NOW@6AM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,700.00		0.00			
E 15	WUSA	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
		CBS EARLY SHOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$800.00		0.00			
E 16	WUSA	11/03/12	11/03/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		CRIMINAL MINDS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$1,500.00		0.00			
E 17	WUSA	11/03/12	11/03/12	LF 1235-135a CSI-Miami	CM	1235a-135a	-----S-	1:00	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		NUMB3RS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$1,000.00		0.00			
E 18	WUSA	11/03/12	11/03/12		CM	M-Sa 137-207x	-----S-	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00

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 Product Desc: PRIORITIES USA ACTN
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				9 News Now Repeat											
				9 News Now REPEAT											
				9NEWS NOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S-	1	\$250.00		0.00								
E 19	WUSA	11/03/12	11/03/12	8-10a Sa CBS This Morn	CM	8-10AM	-----S-	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
				CBS This Morning: Saturday											
				SAT EARLY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S-	1	\$700.00		0.00								
E 20	WUSA	11/04/12	11/04/12	105-205a Entertainment	CM	105-205a	-----S	1:00	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Entertainment Tonight											
				ET											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1	\$400.00		0.00								
E 21	WUSA	11/04/12	11/04/12	1135p-1205a Game On CM		1135p-1205a/1205-	-----S	1:00	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
				Game On Sun Night											
				SPORTS PLUS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1	\$1,700.00		0.00								
E 22	WUSA	11/04/12	11/04/12	LF 1205-105a	CM	1205-105a	-----S	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				LF 1205-105a											
				CRIMINAL MINDS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1	\$1,200.00		0.00								
E 23	WUSA	11/01/12	11/01/12	Letterman	CM	1135P-1237A	---T---	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				Late Night with David Letterman											
				LETTERMAN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	---T---	1	\$3,000.00		0.00								
E 24	WUSA	11/01/12	11/01/12	Price Is Right	CM	11a-12p	---T---	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
				The Price is Right											
				PRICE RIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	---T---	1	\$5,000.00		0.00								
E 25	WUSA	11/01/12	11/01/12	9 News @ Noon	CM	12-1230P	---T---	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
				9 News @ Noon											
				9NEWS NOW@12PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	---T---	1	\$4,000.00		0.00								
E 26	WUSA	11/01/12	11/01/12	9 News Now Repeat	CM	M-Sa 137-207x	---T---	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
				9 News Now REPEAT											
				9NEWS NOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	---T---	1	\$250.00		0.00								
E 27	WUSA	11/01/12	11/01/12	9 News @ 5p	CM	5-6p	---T---	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				9 News @ 5p											
				9NEWS NOW@5PM<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	---T---	1	\$2,000.00		0.00								
E 28	WUSA	11/01/12	11/01/12	9 News @ 6p	CM	6-630p	---T---	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
				9 News @ 6p											
				9NEWS NOW@6PM<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	---T---	1	\$4,000.00		0.00								
E 29	WUSA	11/01/12	11/01/12	6-7a 9 News @ 6a	CM	6-7a	---T---	1:00	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
				9News @ 6a											
				9NEWS NOW@6AM<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	---T---	1	\$1,700.00		0.00								
E 30	WUSA	11/01/12	11/01/12		CM	730-8P	---T---	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00

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 Estimate: 1790
WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Entertainment Tonight Entertainment Tonight															
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---					1	\$6,000.00		0.00			
E 31	WUSA	11/01/12	11/01/12	9-10a	CM	9-10a	---T---	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
Inside Edition/Insider															
INSIDE EDITION/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---					1	\$800.00		0.00			
E 32	WUSA	10/30/12	10/30/12	9 News @ Noon	CM	12-1230P	-T-----	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
9 News @ Noon															
9NEWS NOW@12PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$4,000.00		0.00			
E 33	WUSA	10/30/12	10/30/12	9 News Now Repeat	CM	M-Sa 137-207x	-T-----	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
9 News Now REPEAT															
9NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$250.00		0.00			
E 34	WUSA	10/30/12	10/30/12	4-5p	CM	4-5p	-T-----	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
Dr. Phil															
DR. PHIL<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$2,400.00		0.00			
E 35	WUSA	10/30/12	10/30/12	9 News @ 5p	CM	5-6p	-T-----	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
9 News @ 5p															
9NEWS NOW@5PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$2,000.00		0.00			
E 36	WUSA	10/30/12	11/06/12	6-7a 9 News @ 6a	CM	6-7a	-T-----	1:00	1	\$1,700.00	P-1	0.00	NM	2	\$3,400.00
9News @ 6a															
9NEWS NOW@6AM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$1,700.00		0.00			
Week: 11/05/12		11/05/12	11/11/12	-T-----					1	\$1,700.00		0.00			
E 37	WUSA	11/06/12	11/06/12	CBS This Morning	CM	7-9a	-T-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
CBS This Morning															
CBS EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	-T-----					1	\$800.00		0.00			
E 38	WUSA	10/30/12	10/30/12	9-10a	CM	9-10a	-T-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
Inside Edition/Insider															
INSIDE EDITION/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$800.00		0.00			
E 39	WUSA	10/31/12	10/31/12	Late Late Show	CM	1237-137AM	--W----	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
Late Late Show															
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$900.00		0.00			
E 40	WUSA	10/31/12	10/31/12	430-5a 9 News Now	CM	M-F 430-5a	--W----	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
9News Now @ 430a															
9NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$600.00		0.00			
E 41	WUSA	10/31/12	10/31/12	5-6a 9 News @ 5a	CM	5-6a	--W----	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
9News @ 5a															
9NEWS NOW@5AM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----					1	\$1,600.00		0.00			

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